



Application Ser. No. 10/682,435  
Attorney Docket No. 10551/514

IFW  
AS

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

INVENTORS: Ronald D. BLUM et al.  
SERIAL NO: 10/682,435  
FILING DATE: October 10, 2003  
TITLE: FLOOR DISPLAY SYSTEM WITH VARIABLE IMAGE  
ORIENTATION  
ART UNIT: 2632  
EXAMINER: Thomas J. MULLEN

COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

SIR:

In response to the Office Action mailed August 10, 2004, the Applicant respectfully submits the following.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 11 of this paper.

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